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FACSIMILE TRANSMITTAL SHEET

TO:	FACSIMILE NUMBER:	CONFIRMATION TELEPHONE:
Consumer Protection Board Security Breach Notification	518.474.2474	
New York Office of Cyber Security and Critical Infrastructure Coordination	518.474-9090	
Asst. Attorney General In Charge Bureau of Consumer Frauds	212.416.6003	

FROM: Sandra A. Jeskie

DIRECT DIAL: 215.979.1395

DATE: January 3, 2007

USER NUMBER: 1747

FILE NUMBER: D4672-292

TOTAL # OF PAGES: 6
(INCLUDING COVERSHEET)

MESSAGE: Please see attached.

NOTE: Original will not follow

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January 3, 2007

VIA FACSIMILE: (518) 474-2474

Consumer Protection Board
Security Breach Notification

VIA FACSIMILE: (212) 416-6003
AND FIRST-CLASS MAIL

Asst. Attorney General in Charge
Bureau of Consumer Frauds
120 Broadway – 3rd Floor
New York, NY 10271

Re: Information Security Breach and Notification Act
(General Business Law §889-aa; State Technology Law §208)

Dear Sir/Madam:

Pursuant to New York's Information Security Breach and Notification Act, please see the attached Reporting Form and attachments.

If you have any questions, please feel free to contact me at any time.

Very truly yours,


Sandra A. Jeskie

SAJ/sfm/DM11734967.1

cc: Loraine Koch, Esquire (w/enclosure)

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1. PLEASE SUBMIT THIS FORM TO ALL THREE (3) STATE AGENCIES as follows:

Fax this form to:

CPB:

Security Breach Notification-

Fax: 518-474-2474

NYS Office of Cyber Security and Critical Infrastructure Coordination (CSCIC):

30 South Pearl St.

Floor P2

Albany, NY 12207

Fax: 518-474-9090

and also Fax & Mail this form to:

Attorney General:

Asst. Attorney General in Charge

Bureau of Consumer Frauds

120 Broadway - 3rd Floor

New York, NY 10271

Fax: 212-416-6003

DEB SHOPS, INC.

December 20, 2006

I am writing to alert you to a recent security incident on Deb Shops' web site. A computer hacker illegally accessed certain web pages and a related data base used for internet based purchases. The company promptly reported this illegal activity to law enforcement and is investigating the situation. We are bringing this to your attention to help protect your information, as your name is in that data base.

The intruder may have been able to access a data base on the company website that contains certain credit card information, including names on cards and credit card numbers. This data base does not include dates of birth or Social Security information or credit card data related to in-store purchases. The data base includes your American Express card account.

I deeply apologize for this situation. Although we cannot tell if your information was actually obtained or has been inappropriately used by others, I would like to suggest some potential steps you may wish to take to help protect yourself against potential fraud:

1. You should carefully monitor your credit statements during the next 12-24 months, to make certain there have been no unauthorized transactions made or new accounts opened in your name. If there is unauthorized activity on any account or if an unauthorized account has been opened in your name, contact the company issuing the account immediately.
2. You are entitled under federal law to one free comprehensive disclosure of all of the information in your credit file from each of the three national credit bureaus once every 12 months. You may request your free annual credit report by calling (877) FACTACT or through the internet at <http://www.AnnualCreditReport.com>. If you notice any inaccurate information in your credit bureau reports, you should promptly notify the credit bureau to have it corrected.
3. Contact one of the three major credit bureaus to request that an initial free 90-day fraud alert be added to your file (the other two credit bureaus will be notified automatically). By requesting a 90-day fraud alert, anyone seeking credit in your name will have to have their